



FIRST THINGS FIRST

Ready for School. Set for Life.

Southeast Maricopa Regional Partnership Council

Allocations and Funding Sources		SFY13	
FY Allocation		\$10,508,183	
Population Based Allocation		\$7,431,088	
Discretionary Allocation		\$1,397,710	
Other (FTF Fund balance addition)		\$1,679,385	
Carry Forward From Previous Year		\$3,146,936	
Total Regional Council Funds Available		\$13,655,119	
Strategies		Proposed Allotments	Board Approvals, 1/17-18, 2012 SFY13 Strategies and Amounts
Home Visitation		\$4,000,000	Approved
Parent Education Community-Based Training		\$500,000	Approved
Family Resource Centers		\$500,000	Approved
Food Security		\$70,000	Approved
Quality First (<i>statewide</i>)		\$1,118,895	Approved
Quality First Child Care Scholarships (<i>statewide</i>)		\$1,966,250	Approved
Child Care Health Consultation (<i>statewide</i>)		\$133,560	Approved
Mental Health Consultation (<i>statewide</i>)		\$615,000	Approved
Pre-Kindergarten Scholarships		\$1,160,000	Approved
Scholarships TEACH (<i>statewide</i>)		\$128,700	Approved
FTF Professional REWARD\$ (<i>statewide</i>)		\$250,000	Approved
Oral Health		\$300,000	Approved
Care Coordination/Medical Home		\$200,000	Approved
Physician Education & Outreach (<i>statewide</i>)		\$94,000	Approved
Service Coordination	*the regional council requests approval of \$66,500 for a professional development conference in the region and is not submitting the remaining \$149,000 for approval at this time.	\$215,500	Returned for Development
Community Awareness (<i>FTF Directed</i>)		\$80,000	Approved
Community Outreach (<i>FTF Directed</i>)		\$83,000	Approved
Media (<i>statewide</i>)		\$150,000	Approved
Statewide Evaluation (<i>statewide</i>)		\$371,215	Approved
Proposed Allotment Total		\$11,936,120	
Approved Allotment Total		\$11,720,620	



SOUTHEAST MARICOPA REGIONAL PARTNERSHIP COUNCIL

Regional Funding Plan Three Year Strategic Direction SFY 2013-2015

SOUTHEAST MARICOPA REGIONAL PARTNERSHIP COUNCIL

**Regional Funding Plan
Three Year Strategic Direction
SFY 2013-2015**

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Funds Available State Fiscal Years (SFY) 2012- 2015

- II. Review of SFY 2012 Funding Plan**
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 - B. Strategies and Units of Service Review
 - C. Funding Summary Review
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 - A. Overview: Setting the Strategic Direction
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 - C. Strategy Descriptions including Target Populations and Funding Levels
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SFY 2013 -2015 Regional Partnership Council Budget

Section I.**Regional Allocation Summary**

Funds Available State Fiscal Years (SFY) 2012- 2015

Southeast Maricopa Regional Partnership Council

Allocations and Funding Sources	2012	2013	2014	2015
FY Allocation	\$10,537,740	\$10,508,183	\$10,529,199	\$10,568,684
Population Based Allocation	\$7,626,059	\$7,431,088	<i>(fy14 and fy15 allocations are estimates only, for purposes of planning)</i>	
Discretionary Allocation	\$1,428,543	\$1,397,710		
Other (FTF Fund balance addition)	\$1,483,138	\$1,679,385	\$10,529,199	\$10,568,684
Carry Forward From Previous	\$5,530,858	\$3,146,936	\$1,718,999	\$606,078
Total Regional Council Funds	\$16,068,598	\$13,655,119	\$12,248,198	\$11,174,762

Section II.

Review of SFY 2012 Funding Plan

II A. SFY 2012 Regional Partnership Council Priorities

The past three years have been rewarding for the First Things First Southeast Maricopa Regional Partnership Council, as the mission to build better futures for young children becomes reality, the lives of many young children and their families have been impacted. To affect the 0-5 year old Southeast Maricopa community, the members of the Southeast Maricopa Regional Partnership Council actively sought after information which would fill in any deficiencies they might have discovered regarding the needs of the region. This process began with the development of the SFY 2010 Funding Plan, the Council's strategic direction. In an effort to learn as much as possible about the region, the Southeast Maricopa Regional Council dedicated themselves to meeting regularly for the next several months, requesting a panel of community based experts to share information regarding the 0-5 community. A major part of the planning process was the identification of the needs and assets of the region. This was followed by the needs and assets being prioritized by goal area. Evidence based approaches to address the identified needs were developed.

The SFY 2010 planning process led the Southeast Maricopa Regional Council to discover a major component missing within the region. A family support infrastructure which would facilitate the coordination of resources as well as an awareness of resources in the community would be key in the development of the region. The Southeast Maricopa Regional Council immediately identified two strategies that would support the need for more effective family support within the region. A community based parent-education strategy, designed to provide families with the necessary resources and services to promote the health and development of their young children. A home visitation strategy was developed that would support parents and caregivers in their ability to promote their child's development and health. With such extensive efforts being implemented in the area of family support, the Southeast Maricopa Regional Council also recognized the need for a streamlined referral process and shared mobilization effort that would connect regional early childhood providers, families and other professionals to share resources and engage in joint planning related to early childhood issues, thus, the collaboration strategy was developed. These approaches noticeably address the lack of infrastructure that has confronted the Southeast Maricopa Regional Council.

Building an early childhood system is impactful at every level of the community. Therefore, the Southeast Maricopa Regional Partnership Council determined that it would be most appropriate to maintain funding to those goal areas deemed priorities in SFY 2010 through SFY 2012 and only increase or decline funding as deemed appropriate. The Regional Partnership Council reaffirmed that the Council's mission and shared vision is the establishment of an Early Childhood System that provides a continuum of services and supports, from universal to targeted to intensive. Most importantly, the Regional Partnership Council recognized the importance of building a sustainable Early Childhood System to ensure that all families had access to the diverse programs and services necessary to promote a child's optimal development and health. In developing the SFY 2012 Funding Plan, the Regional Council looked at how the basic infrastructure works together, appropriate scope and reach within identified strategies and how the changing economic systems impact children in the Region. The intent of the Regional Council in looking at this basic infrastructure was to be responsive to the varying needs of young children and families across the Region.

Family Support:

Clearly, there is a significant need to support families with young children. Education begins at home as parents are their children's first and most influential teachers. Parents who are involved in their children's early care and education have children who are better prepared for school. Therefore, a desired family support model, based on voluntary participation, has been adapted to fit various family and community needs. The family support model includes the key components of home visitation and parent education. The Regional Council has committed almost 60 percent of its funding allocation to the goal area of family

support, as the Regional Council recognizes the tremendous need that exists for family support services in the communities of Southeast Maricopa. In 2012 it is projected that under the goal area of Family Support, the Southeast Maricopa Regional Council has made it possible for over 1600 families to experience a continuum of primary, secondary and tertiary home visiting services and nearly 500 families will receive the support of parent education which combines the five inter-related support components of prenatal health education, case management, mentoring, peer support and father and family involvement. These family support efforts are supported by the Regional Council's decision to support Health Insurance Outreach, ensuring that over 2000 children have access to health insurance as well as, food stamps and cash assistance for families.

Based on feedback from family support program providers, there is a need to continue the food box strategy to provide 3,500 low-income families with young children in the region access to nutritious food from neighborhood food pantries. The Regional Council is supporting such efforts by maintaining the amount of "family food boxes" directed towards families with young children living within the region.

Quality and Access:

The region is comprised of a large number of families and approximately 28,183 children (38 percent) in the region participate in regulated child care. As a result of the SFY2011 funding plan development process, it was determined by the Regional Council to expand Pre-Kindergarten Scholarships to address the important issue of access and affordability and quality within Southeast Maricopa for preschool children. It is the Regional Council's desire to maintain the availability and affordability of Quality First and Pre-K Scholarships that provide high quality education and preparation for children entering school ready to learn. The maintenance of these strategies helps create a collective set of strategies focusing on improving the quality of care which also includes: T.E.A.C.H. Scholarships, Professional REWARD\$, Mental Health Consultation and Quality First.

Health:

In the area of health, the Regional Partnership Council acknowledged that families need access to information on how to promote their child's optimal health and development and access to both preventive and specialty services. The Regional Council also acknowledged that they did not want to reinvent the current health service system, but invest in enhancing that system. To achieve these goals, the Southeast Maricopa Regional Partnership Council is providing health insurance enrollment, ensuring that over 2000 children have access to health insurance as well as, food stamps and cash assistance to families. Preventive health care is addressed through the funding of care coordination and oral health. These programs address issues related to obtaining health care, oral health promotion, and the promotion of routine well child exams and developmental screenings. Each of the universal programs has a mechanism to link children to more targeted and intensive services as appropriate.

Coordination and Collaboration:

Maricopa County area Regional Councils have been engaged in discussions regarding how they might be deliberate about coordination, particularly related to needs and assets, evaluation, communications, and regional strategies as appropriate. Already committed to working in collaboration, the Southeast Maricopa Regional Council has taken the necessary steps to ensure that programs and services continue once a family crosses a regional boundary. Southeast Maricopa and Central Maricopa are currently under contract with the same Oral Health provider. It is the intent of both Regional Councils to maintain this service in upcoming years so that children who need dental services will have access through this strategy. Southeast Maricopa and Central Maricopa have funded similar home visitation programs and coordination of these services throughout the regions is well under way.

To address coordination across all of Maricopa County, the Maricopa Regional Partnership Councils are actively working together to fund a strategy that addresses cross regional coordination. With this strategy, the Regional Councils continue to work together to decrease duplication of services; allow communities to build on and enhance existing, high-quality services; improve data collection and information sharing; create planning and problem solving opportunities; increase early childhood advocacy efforts; and leverage dollars for the highest return on the state's early childhood investment.

The tables below provide a summary of the Regional Partnership Council's prioritized needs and strategies for SFY2012, as well as contracted service numbers, and information on awards made to date.

II B. SFY 2012 Strategies and Units of Service Review

Southeast Maricopa Units of Service By Strategy

Strategy Description	Fiscal Year 2012	
	Targeted Units	Contracted Units
Pre-Kindergarten Scholarships Strategy		
Number of FTF-funded pre-K children	338	338
Number of private/public partner pre-K sites receiving support	7	7
Number of public school pre-K sites receiving support	8	8
Quality First Strategy		
Number of center based providers served	33	33
Number of home based providers served	15	15
Quality First Child Care Scholarships Strategy		
Number of children receiving scholarships	87	88
FTF Professional REWARD\$ Strategy		
Number of incentive awards distributed	250	213
Scholarships TEACH Strategy		
Number of professionals receiving scholarships	120	112
Food Security Strategy		
Number of food boxes distributed	870	1,500
Home Visitation Strategy		
Number of families served	1,662	1,683
Parent Education Community-Based Training Strategy		
Number of participating adults	450	1,900
Service Coordination Strategy		
no service units		
Care Coordination/Medical Home Strategy		
Number of children served	7	7
Child Care Health Consultation Strategy		
Number of center based providers served	33	33
Number of home based providers served	15	15
Health Insurance Enrollment Strategy		
Number of families served	2,000	2,000
Mental Health Consultation Strategy		
Number of center based providers served	40	35
Number of home based providers served	0	0
Number of people receiving tuition reimbursements	0	0
Oral Health Strategy		
Number of children receiving oral health screenings	1500	1,500
Number of fluoride varnishes applied	2,000	1,500
Number of participating adults	1,200	1,500
Number of participating professionals	30	195
Number of prenatal women receiving oral health screenings	0	0
Physician Education & Outreach Strategy		
Number of participating practices	7	7
Community Awareness		
no service units		

Community Outreach	
no service units	
Media Outreach	
no service units	
Evaluation	
no service units	
Needs and Assets	
no service units	
Statewide Evaluation	
no service units	

Notes:**Quality First Service Numbers:**

The Quality First strategy has Target Service Units of Homes and Centers. For this unique strategy, the Contracted Service Numbers will show as twice as much in comparison to the Targeted Service Numbers. This is due to implementation of the strategy through two service contracts (one for QF Coaching/Incentives, and a second for QF Assessments).

Scholarships TEACH Service Numbers:

The Scholarships TEACH strategy has Target Service Numbers which reflect the strategy targets of “additional TEACH”. The Contracted Service Numbers include the “additional TEACH in addition to the Service Numbers funded through the regionally funded Quality First package. Therefore, for many regions, the Target Numbers will appear lower than the Contracted Numbers.

Care Coordination/Medical Home

Care Coordination Targeted and Contracted Units reflect number of regional pediatric practices providing care coordination services within the region.

II C. SFY 2012 Funding Summary Review

Allocations and Funding Sources	2012	
FY Allocation	\$10,537,740	
Population Based Allocation	\$7,626,059	
Discretionary Allocation	\$1,428,543	
Other (FTF Fund balance addition)	\$1,483,138	
Carry Forward From Previous Year	\$5,530,858	
Total Regional Council Funds Available	\$16,068,598	
Strategies	Allotted	Awarded
Home Visitation	\$4,933,831	\$4,916,590
Parent Education Community-Based Training	\$534,638	\$531,991
Food Security	\$60,000	\$60,000
Quality First	\$1,024,250	\$994,783
Quality First Child Care Scholarships	\$850,000	\$850,000
Child Care Health Consultation	\$204,000	\$192,000
Mental Health Consultation	\$625,000	\$625,000
Pre-Kindergarten Scholarships	\$1,160,000	\$1,160,000
Scholarships TEACH	\$271,600	\$267,600
FTF Professional REWARD\$	\$500,000	\$500,000
Oral Health	\$315,128	\$303,905
Care Coordination/Medical Home	\$563,000	\$197,859
Physician Education & Outreach	\$94,000	\$94,000
Service Coordination	\$200,000	\$200,000
Community Awareness	\$180,000	\$180,000
Community Outreach	\$100,000	\$100,000
Media	\$420,000	\$420,000
Needs and Assets	\$15,000	
Statewide Evaluation	\$371,215	\$371,215
Total Allotted/Awarded	\$12,921,662	\$12,238,260
Total Unallotted / Unawarded	\$3,146,936	\$683,420

II D. Review of Progress

To address the needs of the Southeast Maricopa Region, ensure systems building, and establish a continuum of supports and services for families with young children, SFY 2010-2012 Regional funding was allotted to each of the five First Things First Board adopted priorities: Quality, Access, and Affordability of Regulated Early Care and Education Settings; Supports and Services for Families; Building Public Awareness and Support; Professional Development System; and Access to Quality Health Care Coverage and Services. In addition to supporting each of the five First Things First priority goal areas, the Regional Partnership Council acknowledged the necessity of funding strategies that collectively build upon each other, and thus was deliberate in their decision-making to ensure that strategies funded within goal areas collaborated to achieve desired outcomes, enhanced/complemented Regional assets and each other, and increased regional capacity to meet the needs of families. Not only do the strategies build up each other within specific goal areas to achieve desired outcomes, the strategies in most instances also build upon each other across goal areas to have a true system impact.

Strategies funded in each priority goal area, and implementation progress to date is as follows:

Family Support

Home Visitation, Parent Education and Food Security are the primary focus of the strategies in the Family Support First Things First Priority Role. Home Visitation and Parent Education are strategies available to all families. The objective of the family support strategies is to support families in difficult times and provide information and resources based on the needs of the family. Food Boxes are provided to help alleviate hunger. In SFY2012, \$5,470,000 was allocated to Family Support and over 12,177 families will be served. To date, family support programs within the region have recognized the need for seamless coordination of programs. Home visitation providers have a centralized intake to help ensure that services are unduplicated and that families have easy access to the variety of home visitation services provided throughout the region. The home visitation providers also go the extra mile working in conjunction with the food box provider to ensure that families in need have access to food boxes.

Early Learning (Quality/Access/Affordability and Professional Development)

The Southeast Maricopa Regional Partnership Council identified two areas within the Early Learning First Things First Priority Role where funding was needed. Those areas included quality improvement for early care and education programming and professional development for those working with children ages 0-5. The Regional Partnership Council chose to invest \$1,996,354 in improving quality care by funding 27 Quality First Centers, 6 homes and 5 Mental Health Consultants who serve up to 35 regional Early Care and Education Centers. Rewards will provide 185 incentive rewards to early care and education professionals. TEACH Scholarships will assist 92 early care and education professionals in furthering their educational goals. Close to 1,000 children are experiencing improvement in the quality of their care, better equipped teachers and a more nurturing, literacy-rich learning environment. The cost of quality often becomes a barrier to lower income families. To address this issue, the Regional Council has invested \$3,126,250 to expand access to high quality care, through administration of 312 Quality First Scholarships and 290 Pre-kindergarten Scholarships to deserving families.

Health/Mental Health

The Regional Council's health strategies are supporting infrastructure building to connect children and families in the region who do not have a family doctor to a medical home and to provide help coordinating the many resources families may need. Both strategies, Physician Outreach and Education (about becoming a medical home) and Care Coordination have had some challenges in recruitment, however, interest by several practices and clinics have led to an increase in participation recently. Due to the lack of preventive oral health care in the region, resources are allocated to provide oral health screening and fluoride varnishes for children ages 1 – 5 and pregnant women; hence over 1500 varnishes and screenings will take place.

Another universal strategy is Health Insurance Enrollment which will impact 1500 children and their families. In fiscal year 2012, \$1,456,000 was dedicated to the First Things Priority Role of Health.

Coordination/Communication

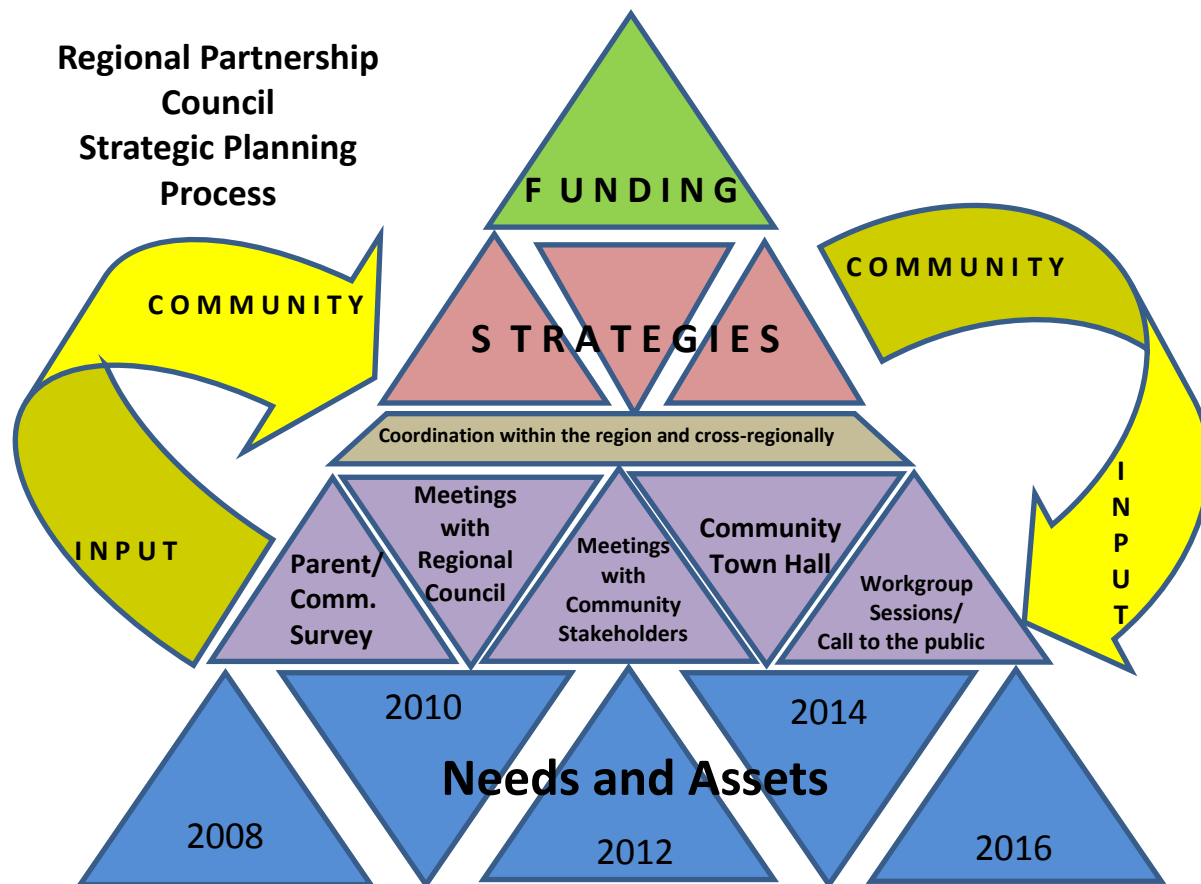
Improving the coordination and communication of early childhood services in the region is essential to building a comprehensive early childhood system. In meetings with grantees and notations in quarterly data submissions it is often mentioned that services in the region are fragmented and families are often not aware of existing services. The Regional Partnership Council established a comprehensive strategy that focused on Media and Community Outreach. The strategy aimed at achievement of each of the four objectives identified in the statewide Communication Plan: 1) Ensure consistent messaging about First Things First internally and externally; 2) Position First Things First as a leader in efforts to fulfill Arizona's commitment to our youngest kids; 3) Build and drive support from the general public, elected officials and additional target audiences for investment in programs and services for Arizona children five years old and younger; and 4) Inform Arizona caregivers of children five years and younger about early childhood program and services, in particular First Things First statewide initiatives and regionally supported strategies. The Regional Council was also able to immediately address this need by holding First Things First grantee orientations and regular quarterly grantee meetings in order to share grantee information and resources.

Strategies in place to achieve the four objectives identified in the First Things First statewide Communications Plan includes distribution of First Things First leave behinds and branded collateral materials, media, sponsorships, parent education and awareness, and participation in community events that align and support the mission of First Things First. Regional and communications efforts have recruited the support of 293 children's champions within our region, prepared to support the issues of families with children ages 0-5. Under the strategy area of parent education and awareness, Regional funding has also provided the opportunity to develop, plan and support the Parent Leadership Symposium. The goal of the Parent Leadership Symposium was to provide 100 families with education, materials and connections to resources and activities that promote healthy development and school readiness. Through activities such as these, child development efforts in the region were improved by educating parents and connecting them to resources and activities that promote healthy growth and development.

Lastly, the Maricopa and Phoenix Regional Partnership Councils are working on a plan to implement a cross regional coordination strategy. The goal is to decrease duplication of services; allow communities to build on and enhance existing quality services; improve data collection and information sharing; create planning and problem-solving opportunities; increase early childhood advocacy efforts and leverage funding for the highest return on the state's early childhood investment.

Section III.

Three Year Strategic Direction: SFY 2013-2015 Regional Funding Plan



III A. Overview

Throughout the past several months, the Regional Partnership Council has been engaged in considerable thought and discussion by reviewing available data sources for strategic planning purposes. The 2010 Regional Needs and Assets Report and program evaluation data and narrative reports from First Things First grantees were carefully considered. In preparation for the SFY 2013-2015 Regional Funding Plan, the Southeast Maricopa Regional Partnership Council invited the community, stakeholders and parents to participate in a Town Hall event in which Council members facilitated small group discussions regarding the needs and assets of each of the communities in the region: Gilbert, Mesa and Queen Creek. In September 2011, more than 100 people attended the Town Hall that was held directly after a regular Council meeting. In October of 2011, three small workgroups (related to the three focus areas of Early Learning, Family Support and Health) comprised of Council members were convened during a regular Council meeting to re-examine data and grantee reports, discuss previously identified needs of the region and formulate a recommendation to the whole Council of their prioritized needs. Finally, in December, the Regional Partnership Council meeting was held and group recommendations were discussed and approved.

In reviewing the Regional Council's desire to provide services and support universally for *all* children and families within the region, it was decided to further refine their priorities based upon the identified needs of the region. Their priorities provide a strong platform that supports the establishment of an Early Childhood System so that families have a continuum of available services from universal to targeted and intensive services to reduce risk factors for children.

The following priorities were identified for the SFY2013 – 2015 funding cycle:

- Access to community education and support.
- Access to comprehensive family support/intervention.
- Access to high quality, affordable early care and education.
- Access to early preventive medical and dental care.
- Access to coordinated services for young children and their families.

All five priorities were identified in the previous funding cycle as well, however, it was decided that these five clearly allow for scope and scale of the strategies identified by the Regional Council and provide a platform covering all areas of First Things First's focus: Early Learning, Family Support and Health. The School Readiness Indicators that best align with the Region's identified needs as well as the strategic direction the Regional Council is taking are:

- #/% of families who report they are competent and confident about their ability to support their child's safety, health and well-being

Strategies that align...

- Home Visitation
- Parent Education Community Based Training
- Food Security
- Family Resource Centers
- Health Insurance Enrollment Assistance
- Care Coordination/Medical Home
- Service Coordination

- #/% children demonstrating school readiness at kindergarten entry in the development domains of social-emotional, language and literacy, cognitive and motor and physical

Strategies that align...

- Quality First
- Home Visitation
- Parent Education Community Based Training
- TEACH Scholarships
- FTF REWARDS: Wage compensation
- Mental Health Consultation
- Scholarships – Pre-K and Quality First
- Family Resource Centers
- Service Coordination

- #/% of children receiving timely well child visits

Strategies that align....

- Health Insurance Enrollment Assistance
- Physician Outreach and Education (Medical Home)
- Care Coordination/Medical Home
- Home Visitation
- Service Coordination

- #/% of children age 5 with untreated tooth decay
Strategies that align....
 - Oral Health
 - Health Insurance Enrollment Assistance
 - Physician Outreach and Education (Medical Home)
 - Care Coordination
 - Service Coordination

The Regional Council made some difficult decisions related to the next three-year funding cycle. All current strategies could not be continued at the same funding levels and sustained through SFY2015. The Council reviewed the effectiveness of the current strategies to meet the prioritized needs and elected to retain those strategies that have had the greatest impact or have the potential to have the greatest impact and cut across all three areas of focus. Scope and reach were considered for the strategies associated with Early Learning, Family Support and Health. One strategy that was stressed as important by the Regional Partnership Council and needed to be included within every indicator alignment area and every prioritized strategy area is service coordination. Implementation of a service coordination strategy will improve families' access to services; data collection and information sharing; create planning problem solving opportunities; increase early childhood advocacy efforts; and leverage dollars for the highest return on the state's early childhood investment.

The Regional Partnership Council identified the need for programs and services to support families as the highest priority need, followed closely by making high quality early childhood education programs more accessible and affordable for families. These needs very closely mirror the needs identified in prior years with support for families and early learning rising to the top over the past four years. The Regional Council also examined and discussed the data available on the strategies that have been implemented over the past three years and the need to sustain those efforts moving forward. After much deliberation, the realization that several of the strategies coordinate and complement each other was heartening for the Council.

Setting the Strategic Direction: Strategic Approach to System Building

The Southeast Maricopa Regional Partnership Council has made a significant investment in improving the quality of programs for young children, clearly understanding that research indicates a high quality early learning program is much more likely to impact a child's readiness for school. The Regional Council identified the importance of the Quality First in impacting the quality of early learning experiences and committed to maintaining the number of homes and centers enrolled in the program. Understanding that the cost of Quality First will increase and the need to support the Quality First state funded slots in SFY2013, in December 2011, the Regional Council made adjustments to the number of Quality First slots to insure the ability to sustain support to all currently enrolled programs. Research indicates that one of the highest correlating factors of quality is the educational level of the staff. The Southeast Maricopa Regional Partnership Council has identified strategies that provide a choice of professional development opportunities tied to college credit, including TEACH Scholarships and conference scholarships.

Each individual strategy approved by the Southeast Maricopa Regional Partnership Council was chosen to address a priority need of the Region, and each has the potential to impact a key player in a child's life be it a parent, a caregiver, a teacher, or a health care provider. Taken as a group, however, the impact is compounded and is more likely to result in better outcomes for the child. Some strategies, such as: TEACH Scholarships, Quality First, Family Resource Centers, and Oral Health universally target parents or professionals. Other strategies, such as Pre-Kindergarten Scholarships, Quality First Scholarships, Home Visitation, and Parenting Education Community Based Training have more targeted populations. The Pre-Kindergarten Scholarships strategy targets our somewhat rural and more urban areas of the community, which often have waiting lists and higher poverty rates. Home Visitation and Parent Education Community

Based Training will target at risk populations, including pregnant and parenting teens, grandparents raising grandchildren, and families living in isolation.

Many of the strategies funded by the Southeast Maricopa Regional Council build upon participation in Quality First or working in programs that provide early learning experiences for children birth through five. By creating pre-kindergarten programs through the Pre-Kindergarten Scholarship strategy, communities that previously were unable to take advantage of the professional development strategies or access oral health preventive services for the children, can now receive these benefits. The pre-kindergarten programs can also provide a recruitment mechanism for home visitation and community based parenting education strategies. Schools also are open to providing meeting space for parenting education strategies and oral health screenings. These examples demonstrate the system-building occurring in the Southeast Maricopa region.

Coordination of services has been a long time goal of the Southeast Maricopa Regional Partnership Council. Recent local efforts to bring service coordination to fruition are in development in conjunction with Regional Council members representing all eight regions of the Maricopa County Area. Regional Councils have met several times this past year to explore possibilities for coordination among regions. The Southeast Maricopa Regional Partnership Council will implement a service coordination strategy to address the lack of capacity to address the gaps in services for young children by supporting the development of partnerships both within specific rural communities and with neighboring communities bringing together service providers and potential service providers to identify ways to coordinate services, avoid duplication of services and explore ways to collaborate to better address the needs of these isolated communities.

As the Southeast Maricopa Regional Council sets the strategic direction for the next three years, there is the developing sense that the collective work of the regional council, community partners and families is beginning to take root and thoughtful, responsible decision-making will lead this region to a place where all children birth through five will receive the supports they deserve that will allow them to succeed in school and life. The Southeast Maricopa Regional Partnership Council has determined that it would be most appropriate to maintain funding to those goal areas deemed priorities in SFY 2012, with the addition of Family Resource Centers, for the upcoming funding cycles and only increase or decline current funding for strategies as deemed appropriate.

Family Resource Centers provide resource and referral information to identify supports and services available to families with young children and provide each family with access to information and support on topics such as parenting skills, early childhood development including social emotional, language and literacy, cognitive, physical and motor development and child health. Community based parent education sessions can be housed and offered at resource center locations to build a more comprehensive, robust center. Through this effort, families can access programming while simultaneously building their own social connections thereby reducing isolation. The Southeast Maricopa Region's strategy to fund Family Resource Centers is an effort to support families in the locations and areas of the community where current system work is already being done or can be established. The goal of this strategy is to increase families' access to the other family support strategies such as Community Based Parent Education, and Home Visitation. Imbedded in this strategy is access to Health Insurance Enrollment Assistance. These services can be enhanced by other non-First Things First funded services such as the JOBS program, English Language classes, WIC and others. Family Resource Centers are also intended to increase the level of coordination, collaboration, and partnership among the region's resource centers; driven by a common purpose—to serve families and children in the region. This level of collaboration and partnership supports the early childhood system in the Southeast Maricopa Region. This strategy builds on these efforts to provide family support across the multitude of strategies to over 6,000 plus children and their families.

The Regional Partnership Council reaffirmed that the Council's mission and shared vision is the establishment of an Early Childhood System that provides a continuum of services and supports, from universal to targeted to intensive. Most importantly, the Regional Partnership Council has recognized the importance of building a sustainable Early Childhood System to ensure that all families have access to the diverse programs and services necessary to promote a child's optimal development and health. In developing the SFY2013 Funding Plan, the Regional Council looked at how the basic infrastructure works together, appropriate scope and reach within identified strategies and how the changing economic systems impact children in the region. The intent of the Regional Council in looking at this basic infrastructure is to be responsive to the varying needs of young children and families across the region.

Section III B.**Strategic Plan for SFY 2013 – 2015****Regional Priorities, Selected FTF Indicators and Priority Roles, and Strategies to Achieve Outcomes**

Regional Priority to be addressed	School Readiness Indicators Correlated to the needs and priority roles	FTF Priority Roles in the Early Childhood System	SFY 2013-2015 Strategies
<p>Access to community education and support.</p> <p>Access to comprehensive family support/intervention.</p> <p>Access to high quality, affordable early care and education.</p> <p>Access to early preventive medical and dental care.</p> <p>Access to coordinated services for young children and their families.</p>	<ol style="list-style-type: none"> 1. #/% children demonstrating school readiness at kindergarten entry in the development domains of social-emotional, language and literacy, cognitive, and motor and physical 2. #/% of children receiving timely well child visits. 3. #/% of children age 5 with untreated tooth decay. 4. % of families who report they are competent and confident about their ability to support their child's safety, health and well-being. 	<p>Supports and Services for Families - Convene partners, provide leadership, provide funding, and advocate for development, enhancement, and sustainability of a variety of high quality, culturally responsive, and affordable services, supports, and community resources for young children and their families.</p> <p>Early Care and Education System Development and Implementation – Convene partners and provide leadership in the development and implementation of a comprehensive early care and education system that is aligned both across the spectrum of settings and with the full continuum of the education system.</p> <p>Access to Quality Health Care Coverage and Services- Collaborate with partners to increase access to high quality health care services (including oral health and mental health) and affordable health care coverage for young children and their families.</p>	<p>Home Visitation</p> <ul style="list-style-type: none"> -Parent Education Community-Based Training -Family Resource Centers -Food Security <p>-Quality First Package (including Child Care Health Consultation, QF Scholarships and TEACH)</p> <ul style="list-style-type: none"> -Mental Health Consultation -Pre-Kindergarten Scholarships FTF -Professional REWARD\$ -Additional TEACH <p>-Oral Health</p> <ul style="list-style-type: none"> -Care Coordination/ Medical Home -Physician Education & Outreach <p>-Service Coordination</p> <ul style="list-style-type: none"> -Community Awareness -Community Outreach -Media -Statewide Evaluation

Strategy: Home Visitation**Strategy Description**

Provides voluntary in-home services for infants, children and their families, focusing on parenting skills, early physical and social development, literacy, health and nutrition. Connects families to resources to support their child's health and early learning.

Strategy Narrative

The regional needs and assets report revealed a great number of children who are not in regulated child care settings and may not otherwise be engaged in the early childhood system. Home visitation often reaches these families, allowing them to access valuable services and is often an entry points into the early childhood system for families. It is vital to support parents as the first teachers of children, as well as connect them to other services in the community; home visitation services enables parents to feel competent and confident in their abilities to raise their children. Regular visits by a home visitor provide the consistency that many at-risk families need to feel supported and gain parenting skills. Home visitors are able to assess challenges in the home life which may affect healthy development in a child or that may negatively impact the parents' abilities to support a child's learning, social-emotional wellbeing, or health needs. Comprehensive, evidence based home visitation programs include a variety of evidence based models that address the spectrum of universal needs to targeted or specialized needs of particular populations such as first time parents, teen parents, families at-risk for abuse-neglect, and low income families. Family participation in a home visitation program is voluntary, with no fee for service to families. At a minimum, visits to a family's home occur monthly.

High quality home visiting programs can be an effective service delivery method to support early learning in these years, ensuring that children succeed in school and beyond. In-home parenting education programs are an important piece of the early childhood development system. Research of home visiting services finds that the earlier in a child's life this support is provided the greater the potential for having long lasting positive results. Home visiting with pregnant women specifically helps create the environment for a healthy birth by incorporating the importance of healthy behaviors throughout the pregnancy such as accessing prenatal care, appropriate nutrition, not smoking, and exercise. Additionally, research has confirmed home visiting as an effective strategy for families at risk due to poverty, health conditions of the child or parents, child maltreatment and low literacy levels.

Home visitation is a part of the larger continuum of family support within the context of an early childhood system. The purpose of home visiting services is to build parent's capacity and skills so they can support the healthy development of their child and ensure that a child is ready to succeed in school. This strategy can work with and build upon the other strategies implemented in the region and other community assets to address the need for comprehensive parent education and information.

A successful alliance of Southeast Maricopa home visitation providers, the My Child's Ready program, has allowed for a common entry point for families who are referred or are requesting home visitation services.

Target Population Description

Home visitation is most impactful with new parents and at-risk families of infants and toddlers. It is important to reach and support families through home visitation as early as possible. Ideally, home visitation programs begin with new parents or at-risk families with their newborns and continually support the family from infancy into toddlerhood.

Home visitation services are open to all families with children ages 0 to 3 within the Southeast Maricopa region with a target population of families with risk factors such as single-parent homes, low income families, or refugees. Evidence-based home visitation services have demonstrated greater impact and

shifts in behavior when provided to at-risk populations.

The intent is to build upon other community based parent education programs supported by the region in order to provide a continuum of services for families. Up to 1,500 families will be recruited for participation throughout the Southeast Maricopa Region. The Regional Council will closely monitor the actual number of families served and the demand for the service to determine changes in target service numbers in subsequent years.

Target Service Units	FY 13	FY 14	FY 15
Number of families served	1500	1500	1500
Funding Level	FY 13	FY 14	FY 15
Home Visitation	\$4,000,000	\$4,000,000	\$4,000,000

Strategy: Parent Education Community-Based Training

Strategy Description

Provides classes on parenting, child development and problem-solving skills.

Strategy Narrative

Community Based Parenting Education is a part of the larger continuum of family support within the context of an early childhood system. The purpose of community based parenting education is to build parents' capacity and skills so they can support the healthy development of their child. Parenting education, as a key component of a comprehensive early childhood system, enhances the relationship between the parent and child to foster the child's positive social-emotional and language and literacy development and thus their readiness for school. This strategy can work with and build upon the other strategies implemented in the region and other community assets to address the need for comprehensive parent education and information, such as family resource centers, a new strategy in SFY2013.

Community based parent education provided in community settings such as Family Resource Centers offers another way to support the region's family support strategies and enables parents to have access to other types of resources they may need be to raise children who are healthy and ready to succeed in school. The Regional Council recognized the need to offer families a number of entry points into the early childhood system and community based parent education is an accessible and non-threatening service that affects this priority.

Target Population Description

The target population for this strategy is universal, reaching out to all children birth through five in the region, which are over 85,000. The Regional Council recognizes the need of all parents to receive services to increase their confidence in supporting their child's learning and healthy development. Many strategies focus on more targeted and at-risk populations, but all families can benefit from early childhood education.

Community Based Parent Education targets up to 450 families with children birth through five in the Southeast Maricopa region irrespective of income levels. Although a universal strategy targeting all families, the Regional Council has included in this strategy the intent to reach high risk populations including pregnant and parenting teens, as well as grandparents raising grandchildren, through this strategy. The Region's Family Resource Centers will be an important resource for the successful implementation of this strategy.

This strategy has been further refined in that it involves participation in a series of parenting sessions.

Previously, short, one time sessions, were categorized under this strategy. The Regional Council took into consideration the fact that this more intensive model could impact the number of families who are willing to commit to attend all sessions and will monitor the participation levels as well as any wait lists that might occur for making future adjustments.

Target Service Units	FY 13	FY 14	FY 15
Number of participating adults	450	450	450
Funding Level	FY 13	FY 14	FY 15
Parent Education Community-Based Training	\$500,000	\$500,000	\$500,000

Strategy: Family Resource Centers

Strategy Description

Provides local resource centers that offer training and educational opportunities, resources, and links to other services for healthy child development.

Strategy Narrative

Family Resource Centers provide resource and referral information to identify supports and services available to families with young children and provide each family with access to information and support on topics such as parenting skills, early childhood development including social emotional, language and literacy, cognitive, physical and motor development and child health. Community based parent education sessions can be housed and offered at resource center locations to build a more comprehensive, robust center. Through this effort, families can access programming while simultaneously building their own social connections thereby reducing isolation. The Southeast Maricopa Region's strategy to fund Family Resource Centers is an effort to support families in the locations and areas of the community where current system work is already being done or can be established.

The goal of this strategy is to increase families' access to the other family support strategies such as Community Based Parent Education and Home Visitation. Imbedded in this strategy is access to Health Insurance Enrollment assistance. These services can be enhanced by other non-First Things First funded services such as the JOBS program, English Language classes, WIC and others. Family Resource Centers are also intended to increase the level of coordination, collaboration, and partnership among the region's resource centers; driven by a common purpose—to serve families and children in the region. This level of collaboration and partnership supports the early childhood system in the Southeast Maricopa Region. This strategy builds on these efforts to provide family support across the multitude of strategies to over 6,000 plus children and their families.

This is new strategy to the region and will include Health Insurance Enrollment as a component of the Family Resource Center Model.

Target Population Description

The target population for this strategy is universal, reaching all families with children birth through five in the region. The Regional Council recognizes the need of all parents to receive services to support their child's learning and healthy development. The intent for the Family Resource Centers is that at least one is located in each of the Region's three communities: Gilbert, Mesa and Queen Creek.

Target Service Units	FY 13	FY 14	FY 15
Number of families served	2075	2075	2075
Funding Level	FY 13	FY 14	FY 15
Family Resource Centers	\$500,000	\$500,000	\$500,000

Strategy: Food Security			
Strategy Description Distribute food boxes and basic necessity items to families in need of assistance who have children birth to 5 years old.			
Strategy Narrative <p>In order to address the Southeast Maricopa Regional Partnership Council's identified needs of limited access to parent education programs, services, and resources; the Council has chosen to invest funding to support Food Security.</p> <p>Through this strategy, First Things First funding can be used to support the distribution of emergency food boxes with a focus on including items and nutritional resources for families with young children. Boxes provide food during an emergency situation. Each box provides a three-day supply of food and serves a family until more permanent assistance is found.</p> <p>Scientific evidence suggests that hungry children are less likely to develop into healthy, productive citizens. According to the Center on Hunger and Poverty, inadequate nutrition is a major cause of impaired cognitive development, and is associated with increased educational failure, elevated occurrence of health problems, higher levels of aggression, hyperactivity, and anxiety among impoverished children. Therefore, it is important to support young children and their families in the area of nutrition and healthy eating; especially for those experiencing food insecurity.</p>			
Target Population Description Food Security is a targeted strategy directed at low income families. Funding has been allotted to support the distribution of 2800 food boxes to families with young children.			
Target Service Units	FY 13	FY 14	FY 15
Number of food boxes distributed	2800	2800	2800
Funding Level	FY 13	FY 14	FY 15
Food Security	\$70,000	\$70,000	\$70,000

Strategy: Quality First

Strategy Description: Supports provided to early care and education centers and homes to improve the quality of programs, including: on-site coaching; program assessment; financial resources; teacher education scholarships; and consultants specializing in health and safety practices.

Strategy Narrative

Quality First addresses the prioritized need for improved access to quality, affordable early childhood education in the Southeast Maricopa Region. It expands the number of children with access to high quality early education, including learning materials that are developmentally appropriate, a curriculum focused on early literacy and teachers trained to work with infants, toddlers and preschoolers.

Quality First is Arizona's voluntary quality improvement and rating system. It does not duplicate or replace, but builds upon state licensing regulations, addressing multiple aspects of early care and education through research-based indicators of quality.

Quality First provides supports through nine program components including: coaching, financial incentives, licensure fee assistance, child care scholarships, T.E.A.C.H. Arizona scholarships, Child Care Health Consultation, program assessment, assignment of star rating and specialized technical assistance. The addition of child care scholarships to this strategy in SFY 2013 will help more low-income families receive quality child care.

The Quality First strategy plays an important role in strengthening the Pre-Kindergarten through 12th grade education system in the region and state. Research finds that positive outcomes for children do not occur when the quality of early childhood education is diluted. The star rating system will provide families with a way to identify and select high quality programs for their children. It also will create an expectation of high quality and a consistent method for measuring quality and provide participating programs with resources to support them in making changes that impact quality and ultimately outcomes for children.

Target Population Description

There are approximately 312 regulated child care providers in the Southeast Maricopa region, of these, 27 centers and 6 homes that are regionally funded are currently enrolled in Quality First.

The breakdown of the Quality First sites beginning in SFY 2013 will be as follows:

- 44 centers and 9 homes sites will be enrolled and maintained in the full Quality First package.
- 13 additional sites will be Quality First rating only and reserved for the school districts and community partners that provide Pre-Kindergarten Scholarships.

Target Service Units - Quality First	FY 13	FY 14	FY 15
Number of center based providers served	44	44	44
Number of home based providers served	9	9	9
Funding Levels	FY 13	FY 14	FY 15
Quality First	\$1,017,794	\$1,017,794	\$1,017,794
Child Care Health Consultation	\$133,560	\$133,560	\$133,560
Scholarships TEACH	\$128,700	\$128,700	\$128,700
QF Child Care Scholarships	\$1,966,250	\$1,966,250	\$1,966,250

Target Service Units - Child Care Health Consultation	FY 13	FY 14	FY 15
Number of center based providers served	44	44	44
Number of home based providers served	9	9	9
Target Service Units - Scholarships TEACH			
Number of professionals receiving scholarships	136	136	136
Target Service Units - QF Child Care Scholarships			
Number of children receiving scholarships	261	261	261

Strategy: Scholarships TEACH (addition to QF package)
Strategy Narrative

This strategy addresses the need for a skilled and educated early childhood workforce. The T.E.A.C.H. program provides scholarships for higher education and credentialing to early care and education teachers in order to improve the professional skills of those providing care to children 5 and younger.

Target Population Description

T.E.A.C.H. Scholarships in addition to the Quality First package are reserved for child care professionals serving children ages five and under in sites not currently enrolled in Quality First. Target service units for SFY's 2013-2015 reflect those involved beyond the Quality First package. An additional 39 scholarships for early care and education professionals are available. This strategy will maintain level funding.

Strategy: Quality First (Rating Only)
Strategy Narrative

Rating Only participation includes two components of Quality First: the assessment and assignment of a star rating. In SFY 2013, all Pre-Kindergarten sites receiving Pre-Kindergarten scholarships will be required to be rated by Quality First and in SFY 2014 all Pre-Kindergarten sites will be required to have a star rating of at least three stars in order to continue providing scholarships. The rating only option for 13 sites will allow the school districts and community partners providing Pre-Kindergarten scholarships to continue providing scholarships. Three current Pre-K scholarship sites are already participating in Quality First full participation. With rating only being a new component, funding was allocated across all 3 years.

Target Population Description

The rating only option will be utilized for school district/s and community partners providing Pre-Kindergarten scholarships.

Strategy: Mental Health Consultation
Strategy Description

Provides mental health consultation to teachers and caregivers, and tuition reimbursement to support professional development to increase capacity of workforce.

Strategy Narrative

This strategy is designed to improve the capacity of child care providers to support the healthy social-emotional development of children in their care. A mental health consultant works with educators to increase their knowledge of healthy development and enable them to identify challenging behaviors and employ techniques to address and resolve conflicts that develop due to challenging behaviors. The strategy addresses the Southeast Maricopa Regional Partnership Council's priority to increase access to

health services by ensuring healthy social-emotional development in young children. The mental health consultant observes both the entire classroom and individual children to help devise strategies for educators to better manage classroom dynamics and the behaviors and interactions of children in their care. Mental health consultants also aid in the growth of the early childhood system by acting as a liaison between early childhood educators and other community resources in the health community; if children are expressing a need that is outside the capacity of the educational setting, the consultant is able to provide referral services and educate the child care staff on how to talk with parents about their child's behavior and what resources are available to them to address their child's social-emotional development.

Target Population Description

Intended for this strategy are children who are in a child care setting and who are expressing challenging behaviors that impact the function of classrooms. The numbers of children and families selected is based on the mental health consultant strategy model and suggested target numbers identified as reasonable for one consultant. The Regional Council intends to target Quality First and non-Quality First programs with the use of 5 consultants. This strategy will maintain level funding.

Target Service Units	FY 13	FY 14	FY 15
Number of tuition reimbursements distributed	0	0	0
Number of home based providers served	0	0	0
Number of center based providers served	35	35	35
Funding Level	FY 13	FY 14	FY 15
Mental Health Consultation	\$615,000	\$615,000	\$615,000

Strategy: Pre-Kindergarten Scholarships

Strategy Description

Provides scholarships to quality preschool programs in a variety of settings to allow programs to serve more children.

Strategy Narrative

The Pre-Kindergarten strategy in the region addresses the prioritized need for improved access to high quality and affordable early childhood education. It increases the number of three and four year olds from low-income families enrolled in high quality preschool programs. The 2010 Needs and Assets Report and community stakeholders have identified quality preschool programs as an important service needed in the region. Available data indicate quality preschool programs are lacking or insufficient in the region. Through partnerships with local school districts, this strategy expands access to high quality preschool programs.

Pre-Kindergarten programs are part of the early education continuum and an important component of the early childhood system. Multiple longitudinal studies show that investments in high-quality pre-kindergarten programs improve both short- and long-term outcomes for children.

This strategy also recognizes the importance of the link between pre-kindergarten programs and kindergarten, which is reinforced by a technical assistance/mentoring component designed to ensure the communication and connections between pre-kindergarten and kindergarten programs as they

develop and implement a transition plan for children and their families.

Partnering directly with school districts to expand existing Pre-Kindergarten programs is a strategy that has significantly built the capacity in the region to provide quality early learning opportunities.

Target Population Description

Of the four school districts in the region; an average of 12% of three and four year old children are living below the federal poverty level. The proposed 338 children to be served through this strategy will increase the number of children whose families are living below the federal poverty level to have access to high quality early care and education during the two years prior to their kindergarten entry. Inherent in this strategy is the principle that all families, regardless of income, children's abilities or other factors have the right to access high quality early education. This strategy will maintain level funding.

Target Service Units	FY 13	FY 14	FY 15
Number of FTF-funded pre-K children	248	248	248
Number of private/public partner pre-K sites receiving support	7	7	7
Number of public school pre-k sites receiving support	8	8	8
Funding Level	FY 13	FY 14	FY 15
Pre-Kindergarten Scholarships	\$1,160,000	\$1,160,000	\$1,160,000

Strategy: FTF Professional REWARD\$

Strategy Description

Improves retention of early care and education teachers through financial incentives.

Strategy Narrative

High turnover of the early childhood workforce in the Southeast Maricopa Region directly impacts the quality of care for children. The median hourly salary of Arizona early care and education teachers is \$9.75 or \$20,280 annually as reported in [“A Decade of Data: The Compensation and Credentials of Arizona’s Early Care and Education Workforce” \(2008\).](#)

REWARDS applicants must work at a program, with children birth to age 5. The program must demonstrate a commitment to quality by either (1) being an enrolled Quality First participant program working towards quality improvement, or (2) being accredited, by a national organization recognized by either the Arizona Department of Education or the Arizona Department of Economic Security-Child Care Administration, at a level which equals a 3-5 star rating in Quality First, or (3) currently on the waiting list for Quality First participation and never declined participation in the Quality First program.

REWARD\$ has been well received within the region and the early care and education community. This compensation and retention strategy acknowledges and rewards progressive education, educational attainment and commitment to continuous employment at a qualified early care and education setting. In SFY 2011, 144 incentive awards were distributed.

The Southeast Maricopa Regional Partnership Council has identified access to high quality early education programs as one on the highest priorities for the region. To address this need, the Council has implemented several strategies to address quality improvement; one of them being professional development to increase the educational qualifications of professionals in the region. The Council recognizes the need to retain and keep highly qualified teachers and caregivers in the region and FTF Professional REWARD\$ has been identified as a complementary strategy and a component of the early childhood system. To that end, they have made the commitment to continue this strategy for the next three years.

Target Population Description

The target population for FTF Professional REWARD\$ is 185 early childhood professionals working in the field. The program has eligibility requirements for both the applicant and the applicant's employer.

The Southeast Maricopa Regional Partnership Council is committed to spending the entire amount of designated funding. Costs were updated for SFY2013 from an average award of \$2,350 to \$1,350. Through the recalculation of the average cost per incentive for SFY2013, the target service numbers could possibly increase, yet the total funding will remain the same. In the past three years, the target service number has not been reached and funds remained unspent. As a result, funding levels were decreased to reflect a more accurate level of participation and funding.

Target Service Units	FY 13	FY 14	FY 15
Number of incentive awards distributed	185	185	185
Funding Level	FY 13	FY 14	FY 15
FTF Professional REWARD\$	\$250,000	\$250,000	\$250,000

Strategy: Oral Health

Strategy Description

Provides oral health screenings and fluoride varnish in a variety of community-based settings; provides training to families on the importance of oral health care for their children; and provides outreach to dentists to encourage service to children for a first dental visit by age one.

Strategy Narrative

The Southeast Maricopa Regional Partnership Council identified oral health as a priority health need in the region. Available data shows that the region has a high incidence of untreated tooth decay (36 percent). Through funding from the Southeast Maricopa Regional Partnership Council for a preventive oral health strategy in SFYs 2010-2012, an average of 42 percent of children birth through five who were screened exhibited white spots (precursors to caries), and 25 percent had untreated tooth decay. Prevention of tooth decay requires regular oral health screenings, application of fluoride varnish, but also requires education of the adults who care for children and make health related decisions for them.

The Southeast Maricopa Oral Health strategy consists of several components:

- Conduct oral health screenings and provide referrals for children 1 through age 5.
- Apply fluoride varnish as a proven intervention to reduce the incidence of dental caries (tooth decay) for children.
- Provide oral health screenings and referrals to pregnant women

- Provide professional development for dental professionals on management techniques for very young children, application of fluoride varnish and how to educate parents.
- Provide education programs that focus on correct tooth brushing and the importance of healthy eating. These programs are typically delivered in preschool and child care centers, though may also occur in home visitation programs.

A robust health care system is a key element of an early childhood system. Children must have their health needs met in order to maximize their learning potential. Attending to the oral health needs of children birth through five through a preventive approach to dental health addresses one aspect of a child's overall health. Collaboration opportunities are available with local Family Resource Centers, Headstart programs, and school district Pre-K programs and have the ability to support the early childhood system.

Target Population Description

This strategy addresses multiple target populations. Primarily the focus is on providing oral health screenings and fluoride varnish applications to 1500 children, ages 1-5 in the Southeast Maricopa Region. This target service number has been exceeded in the past, however, encouraging expectant women to participate has been challenging. In addition, this strategy provides oral health education to parents of children birth through five, early care and education professionals, and health care professionals and pregnant women. Health providers, including clinics and pediatric offices, are not as well informed about the importance of a child receiving their first oral health screening at age one. Dental providers are not always trained on methods for examining the mouths of infants and toddlers. Providing professional development opportunities tied to Continuing Education Units provides incentives for participation in these trainings.

Target Service Units	FY 13	FY 14	FY 15
Number of children receiving oral health screenings	1500	1500	1500
Number of prenatal woman receiving oral health screenings	0	0	0
Number of participating adults	1500	1500	1500
Number of participating professionals	195	195	195
Number of fluoride varnishes applied	1500	1500	1500
Funding Level	FY 13	FY 14	FY 15
Oral Health	\$300,000	\$300,000	\$300,000

Strategy: Care Coordination/Medical Home

Strategy Description

Provides children and their families with effective case management, and connect them to appropriate, coordinated health care.

Strategy Narrative

The Care Coordination/Medical Home strategy is intended to provide comprehensive approaches to ensuring children are healthy. Health coverage plays an important role in ensuring that children get routine access to a doctor or dentist's office. But coverage alone does not guarantee the relationship and provision of health care that many envision when using the term "medical home." Medical and Dental homes provide many of the critical screenings necessary to catch concerns early, intervene with appropriate help and ensure children stay healthy. An important component of a medical home is service coordination and case management to provide linkages for children and their families with appropriate services and resources in a coordinated effort to achieve good health. Effective care coordination begins with recognizing the relationship between the family, the health care provider and the care coordinator. It enhances access to needed services and resources, promotes optimal health and functioning of children, and supports improved quality of life. Several models for care coordination exist, but practices will likely be comfortable with one particular model. Models include:

- Care coordinator employed by practice; located in practice
- Care coordinator employed by practice; shared between practices; located outside of practice or part time within a practice
- Care coordinator employed by outside entity; located at outside entity; shared between practices

Care Coordination provides the opportunity to coordinate resources across all elements of the complex health care and social services systems (e.g., subspecialty care, hospitals, therapy programs, home visitation services) and the patient's community (e.g., family, schools, childcare, public and private community-based education services). Both the Medical Home/Care Coordination and Physician Education and Outreach build on the assets of the region and are designed to be implemented in coordination with the Health Insurance Enrollment strategy. Information and referrals for these services and other resources can all be accessed in the Region's Family Resource Centers. The Council remains committed to increasing the coordination of services, communication to business and communities about the importance of children getting a great start, and creating an efficient strong and viable early childhood system where families have access to any and all the resources they need to ensure their children are healthy and ready to begin school. This strategy is a part of the Statewide Care Coordination/ Medical Home RFGA out for one additional year of funding.

Target Population Description

This strategy universally targets all children birth through five in the Southeast Maricopa region and is intended to reach families before or shortly after birth to insure that the child has a comprehensive support system to maximize the use of a medical home, thus insuring positive outcomes for the child. Children who may have special health care needs can particularly benefit. One full-time Care Coordinator is able to cover up to five practices or clinics. This strategy is in its first full year of implementation and insufficient data on the demand for expanding the numbers served is not available to date. The Regional Council will monitor participation closely to determine if adjustments are needed in the future.

Target Service Units	FY 13	FY 14	FY 15
Number of children served	250		
Funding Level	FY 13	FY 14	FY 15
Care Coordination/Medical Home	\$200,000		

Strategy: Physician Education & Outreach**Strategy Description**

Provides consultation and facilitates a self-assessment process for physician practices in order to provide preventive health care for young children using a medical home model and including necessary developmental screenings and referrals.

Strategy Narrative

Physician Outreach and Education is a practice improvement strategy. Research has shown that there are effective quality improvement techniques that physicians can use. Coaches assist physicians (pediatricians and/or family practice) who serve children 0-5 to complete a self-assessment of their office practices. They work together to identify areas that might benefit from changes. Practices then have the option to participate in a self-study or much more intensive learning collaboratives to improve the quality of care they provide. Participating in practice improvement is voluntary for physician practices. Outreach to recruit practices into the program is very time consuming with no guarantee that practices will participate in the program.

Physician Outreach and Education along with Care Coordination/Medical Homes and Oral Health strategies reinforce infrastructure building and lend support to developing a strong early childhood system by ensuring that families have access to the health resources needed to ensure their children's health. An overwhelming need that was expressed by the 2010 Needs and Assets Report, as well as at the Town Hall event, was the need for families to be able to access health care consistently and from a provider who is able to provide care coordination.

This strategy is a part of the Statewide Physician Outreach and Education RFGA out for one additional year of funding.

Target Population Description

The target population for this strategy is ten practices or clinics and is meant to be implemented in combination with the Care Coordination strategy. Ideally, physicians who are participating in this strategy will develop their practices to be Medical Homes and provide care coordination. As with the Care Coordination strategy, Physician Outreach and Education has insufficient data to determine the efficacy for expansion. The Regional Council will monitor participation closely to determine if adjustments are needed in the future.

Target Service Units	FY 13	FY 14	FY 15
Number of participating practices	7		
Funding Level	FY 13	FY 14	FY 15
Physician Education & Outreach	\$94,000		

Strategy: Service Coordination**Strategy Description**

Through coordination and collaboration efforts, improves and streamlines processes including applications, service qualifications, service delivery and follow-up for families with young children. Reduces confusion and duplication for service providers and families.

Strategy Narrative

In March 2008, the Early Childhood Development and Health Board defined the strategic direction of First Things First with the adoption of the Strategic Plan Roadmap. Within this document, Coordination is identified as a one of six Goal Areas that will be accomplished by First Things First in order to build the Arizona early childhood system. To accomplish the Coordination goal, First Things First is directed to foster cross-system collaboration efforts among local, state, federal and tribal organizations to improve the coordination and integration of Arizona programs, services and resources for young children and their families.

It is generally believed that by participating in cross-system efforts, organizations will begin to look at how they can change the way they work together so that services are delivered to children and families in new, more effective and efficient ways. Service agencies that work together are often easier to access and are implemented in a manner that is more responsive to the needs of the families. Cross-system efforts may also result in greater capacity to deliver services because organizations are working together to identify and address gaps in service.

The Southeast Maricopa Regional Partnership Council has a number of effective programs that serve as assets to the region, however, the 2010 Needs and Assets Report reveals that these services are not coordinated in a manner that results in optimal benefit to the children and families in the region. Many of the organizations in the regions are working in proverbial silos and are unable to provide families with a holistic approach. Similar services or programs are provided by numerous organizations and may have different eligibility requirements, enrollment processes and outreach efforts. Moreover, community awareness of available services is minimal. The 2010 Needs and Assets Report indicates the opportunity exists to address the aforementioned needs through facilitated coordination.

By supporting a service coordination effort, the Southeast Maricopa Regional Partnership Council will be instrumental in creating a high quality, interconnected, and comprehensive delivery system that is timely, culturally responsive, family driven, community based, and directed toward enhancing a child's overall development.

At the time of this Funding Plan, the specifics of the service coordination portion of this strategy are still under development. The Regional Council will further define this strategy and bring it before the Board for review at a later date.

Professional Conferences:

All health and education professionals receive extensive initial training to assure competency in their practice, but information specific to early childhood is often limited. In addition, in many health professions, education and training is focused on acute or emergency care instead of primary or preventive care. Because health science changes over time, all health care professionals commit to lifelong continuing education. According to the American Medical Association, continuing education for healthcare providers assists to "maintain, develop and increase the knowledge, skills and professional performance and relationships they use to provide services for patients, the public and the profession." In short, initial training is not enough to keep up with changes that impact the delivery of care and the overall health of children. In an effort to address both the limited exposure to early childhood issues in primary health professional training programs, as well as the importance of staying up to date on the most recent advances in science and early care and education, First Things First supports continued education for all health and education professionals. The Southeast Maricopa Regional Partnership Council will fund health and education professional development programs in a variety of settings and for a variety of health and early education professional target audiences including but not limited to: clinical training, conferences, and other community based training sessions. The professional conferences portion of the service coordination strategy will move forward for State Board Approval.

Target Population Description

The intended target population of the proposed coordination activities is agencies, programs and health and early education professionals, through professional conferences, that serve families with children birth through five within Southeast Maricopa and surrounding Maricopa Regions.

This strategy is critical for both Southeast Maricopa and surrounding Maricopa Regions given there is a high percentage of similar strategies proposed by these regions. Service Coordination has the potential to increase the impact to families by leveraging funding to increase scale in the east side of the county.

Target Service Units	FY 13	FY 14	FY 15
Not identified			
Funding Level	FY 13	FY 14	FY 15
Service Coordination	\$215,500	\$215,500	\$215,500

Strategy: Community Awareness**Strategy Description**

Uses a variety of community-based activities and materials to increase public awareness of the critical importance of early childhood development and health so that all Arizonans are actively engaged in supporting young kids in their communities.

Strategy Narrative

This strategy addresses the prioritized need to raise awareness of the importance of early childhood development and health in the region. The intent is that all Arizonans will be actively engaged in supporting young kids in their communities. A Community Outreach Coordinator implements various tactics as part of a statewide, cross-regional communications campaign. The Southeast Maricopa Community Outreach strategy aligns with the First Things First Priority: Building public awareness and support by helping educate the public of the benefits of investing in early childhood development, health and early education and supporting the identification and growth of a pool of early childhood champions throughout the region.

Strategies in place to achieve the four objectives identified in the Communications Plan include the distribution of First Things First leave behinds and branded collateral materials, media, sponsorships, parent education and awareness, and participation in community events that align and support the mission of First Things First.

Under the strategy area of community awareness, Regional funding has also provided the opportunity to develop, plan and support the Parent Leadership Symposium. The goal of the Parent Leadership Symposium was to provide 100 families with education, materials and connections to resources and activities that promote healthy development and school readiness. Through activities such as these, child development efforts in the region were improved by educating parents and connecting them to resources and activities that promote healthy growth and development.

Target Population Description

This is a universal strategy that targets the entire region.

Target Service Units	FY 13	FY 14	FY 15
No service units	NA	NA	NA
Funding Level	FY 13	FY 14	FY 15
Community Awareness	\$80,000	\$80,000	\$80,000

Strategy: Community Outreach			
Strategy Description Provides grassroots support and engagement to increase parent and community awareness of the importance of early childhood development and health.			
Strategy Narrative This strategy addresses the prioritized need to raise awareness of the importance of early childhood development and health in the region. A Community Outreach Coordinator implements various tactics as part of a statewide, cross-regional communications campaign. Regional and communications efforts have recruited the support of 293 children's champions within our region, prepared to support the issues of families with children ages 0-5.			
Target Population Description This is a universal strategy that targets the entire region.			
Target Service Units	FY 13	FY 14	FY 15
No service units	NA	NA	NA
Funding Level	FY 13	FY 14	FY 15
Community Outreach	\$83,000	\$83,000	\$83,000


Strategy: Media			
Strategy Description Increases public awareness of the importance of early childhood development and health via a media campaign that draws viewers/listeners to the ReadyAZKids.com website.			
Strategy Narrative The Southeast Maricopa Regional Partnership Council participates in the Cross-Regional Communications Media efforts with the seven other Regional Partnership Councils in Maricopa County. Media efforts include purchasing television and radio spots, billboards, and other approved media buys.			
Target Population Description This is a universal strategy that targets the entire region.			
Target Service Units	FY 13	FY 14	FY 15
No target service units identified for this strategy	NA	NA	NA

Funding Level	FY 13	FY 14	FY 15
Media	\$150,000	\$150,000	\$150,000

Strategy: Statewide Evaluation			
Strategy Description Statewide evaluation includes the studies and evaluation work which inform the FTF Board and the 31 Regional Partnership Councils, examples are baseline Needs and Assets reports, specific focused studies, and statewide research and evaluation on the developing early childhood system.			
Strategy Narrative First Things First has and is growing a multi-level system of research and evaluation strategies designed to be responsive to the information needs of varied stakeholder groups, including the First Things First Board, Regional Partnership Council directors and members, and Arizona citizens. The research and evaluation system is designed to provide both depth and breadth of high quality information, from collecting programmatic data to evaluating the overall impact of the First Things First Early Childhood System model. The system provides a framework for conducting statewide and regional studies centered on identifying current and changing needs of families and children birth to five, and the impact of programs and strategies across all First Things First priority areas. The First Things First research and evaluation system is a knowledge building system, designed to be a cumulative process of developing and advancing collective understandings and meaning-making around living questions such as “what is needed”, “what can be done”, “what are we doing”, “is it working, and if so, in what ways and to what effect?” Individually and collectively, research and evaluation strategies generate a wealth of data and cumulative findings that can be used to document trends and changes in school readiness indicators as well as support Council learning, strategic planning and decision-making to promote well-being in Arizona’s youngest citizens.			
Target Population Description This is a universal strategy that targets the entire region.			
Target Service Units	FY 13	FY 14	FY 15
Not applicable	NA	NA	NA
Funding Level	FY 13	FY 14	FY 15
Statewide Evaluation	\$371,215	\$371,215	\$371,215

Section III D. Proposed Funding Summary

SFY 2013 - 2015 Regional Partnership Council Budget

 FIRST THINGS FIRST <i>Ready for School. Set for Life.</i>				FY 2013 - 2015 Southeast Maricopa Funding Plan Summary			
Allocations and Funding Sources		2013	2014	2015			
FY Allocation		\$10,508,183	\$10,529,199	\$10,568,684			
Population Based Allocation		\$7,431,088					
Discretionary Allocation		\$1,397,710					
Other (FTF Fund balance addition)		\$1,679,385	\$10,529,199	\$10,568,684			
Carry Forward From Previous Year		\$3,146,936	\$1,718,999	\$606,078			
Total Regional Council Funds Available		\$13,655,119	\$12,248,198	\$11,174,762			
Strategies		Proposed Allotment	Proposed Allotment	Proposed Allotment			
Home Visitation		\$4,000,000	\$4,000,000	\$4,000,000			
Parent Education Community-Based Training		\$500,000	\$500,000	\$500,000			
Family Resource Centers		\$500,000	\$500,000	\$500,000			
Food Security		\$70,000	\$70,000	\$70,000			
Quality First		\$1,118,895	\$1,118,895	\$1,118,895			
Quality First Child Care Scholarships		\$1,966,250	\$1,966,250	\$1,966,250			
Child Care Health Consultation		\$133,560	\$133,560	\$133,560			
Mental Health Consultation		\$615,000	\$615,000	\$615,000			
Pre-Kindergarten Scholarships		\$1,160,000	\$1,160,000	\$1,160,000			
Scholarships TEACH		\$128,700	\$128,700	\$128,700			
FTF Professional REWARD\$		\$250,000	\$250,000	\$250,000			
Oral Health		\$300,000	\$300,000	\$300,000			
Care Coordination/Medical Home		\$200,000	-	-			
Physician Education & Outreach		\$94,000	-	-			
Service Coordination		\$215,500	\$215,500	\$215,500			
Community Awareness		\$80,000	\$80,000	\$80,000			
Community Outreach		\$83,000	\$83,000	\$83,000			
Media		\$150,000	\$150,000	\$150,000			
Statewide Evaluation		\$371,215	\$371,215	\$371,215			
Proposed Allotment Total:		\$11,936,120	\$11,642,120	\$11,642,120			
Total Unallotted		\$1,718,999	\$606,078	(\$467,359)			